BULLET-BLAZING STAR.... BLOOD-STIRRING MELODY!

CHARLES STARRETT

COLUMBIA PICTURES

South of ARIZONA

Copyrighted by Columbia Pictures Corp., New York, N. Y., 1938

IRIS MEREDITH and the SONS OF THE PIONEERS, *Famous Radio Stars*

Directed by Sam Nelson · A COLUMBIA PICTURE

PB#72/13

SURE-FIRE EXPLOITA

CAMPFIRE LORE CONTEST

The campfire sequences in "South of Arizona" suggest a whale of an outdoor contest that should attract every youngster in the vicinity! Make it a regular "field day"! Conduct fire-making contests—in which youngsters are required to ignite a campfire with flint-and-steel, etc.; story-telling contests; harmonica or guitar-playing contests; marshmallow-eating contests; cooking contests; mumbley-peg contests, etc., etc.!

Announce the occasion at least two weeks in advance on 40" x 60" in outer lobby, and plan it for a Saturday morning! Plant advance story in newspaper with Stills No. 28 and 39! Promote grand prizes from merchants for winner in each division, and award tickets to "South of Arizona" to runners-up!

HISTORY CONTEST

Each section of the United States has played a memorable and distinctive part in the development of the nation. In New Orleans, for example, Jean LaFitte lent a hand in writing history. Sam Houston was a brilliant figure in Texas.

Ask newspaper readers to write letters in which they describe a certain fascinating incident that took place "South of Arizona" and influenced American history! Each letter must be headed "South of Arizona"! Award tickets for best letters!

WESTERN DRESS PARTY

Invite the children in your community to a special 'Charles Starrett Matinee' at which "South of Arizona" will be shown! Ask the kids to come in Western garb—or the closest thing to it that doesn't cost them any money! Every kid has some bit of clothing—a neckerchief, a plaid shirt, a cowboy hat, etc.—that he can don for the occasion! Tie up with a local ice cream vendor for a giveaway of ice cream cones in return for advertising in lobby. Plug the special matinee two weeks in advance of showing!

STORE TIE-UPS

Every shop in town is a possibility for a tie-up in connection with "South of Arizona"! Plant Stills No. 47 and 48 along with copy: "North or 'South of Arizona" . . . It's Value That Counts!" Windows and counters are ideal for this tie-up, Point out to merchants that they'll be cashing in on the publicity value of the title!

MEREDITH PHOTOS

Iris Meredith Stills No. 1, 2, 3, and 4 show this popular young leading lady in some especially glamorous poses! Plant these stills in all shops catering to women, with "Buy Here—See "South of Arizona" copy well up in front of the window!

MISTAKEN IDENTITY YARN

In "South of Arizona", a case of mistaken—or rather, hidden—identity causes complications that nearly spell doom for the principals of the story. There have been many instances in real life when an error in identification has had amusing or vexing results.

Ask your newspaper editor to assign a staff writer to this idea, concentrating, if possible, on local incidents in which "mistaken identity" was involved. Tie the story in to "South of Arizona"!

WOMEN'S TRAVEL GARB

"South of Arizona" is a swell title for tying up femme sports and travel clothes shops in your town! It has a definite "vacation" ring to it! Plant Stills No. 6, 7, 19, and 69 in shops showing this type of clothes! Showcard copy might read, "Bound 'South of Arizona'? Better Clothes Mean a Better Trip! See 'South of Arizona' at the Palace Theatre!"

NOTICE!!

Save your Charles Starrett pressbooks! Stunts you may not be able to use this time might very well come in handy on another Starrett Western! Hold on to ideas—you never can tell when you'll be looking for one!

FREE MAT!

2 Col. Expl. Cut or Mat SA-4B

UNUSUAL FACTS continue to increase in popularity with newspapers everywhere. If your local paper doesn't as yet subscribe to this service, give them this mat. Available FREE by writing to Columbia Feature Service, 729 Seventh Ave., N. Y. C.

ADVANCE TRAILER

Use this excellent trailer in plugging your playdate fully two weeks in advance.

WRITE — WIRE — 'PHONE

NATIONAL SCREEN SERVICE

New York City, 630 Ninth Ave.; **Chicago,** 1307 So. Wabash Ave.; **Los Angeles,** 1922 So. Vermont Ave.; **Dallas,** 300½ So. Harwood Ave.; **Atlanta,** 141 Walton St., N. W.; **Seattle,** 2418 Second Ave.

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TRAVEL AGENC

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ATION!!

L "STALKING" CONTEST

nes of the popular "treasure hunt", the stalking contest calls for speed g the participants! Send two Boy Scouts out about an hour before luled to start, and instruct them to mark a trail around town by drop-er, blazing telegraph poles, pasting stickers reading "This Way — , leaving chalk marks, etc.

l, all contestants leave the front of your theatre and attempt to fol- person competing must be equipped with a pencil and pad, for he ch marking found on the trail. This is a precaution against his . Those who cover the complete trail first, win merchandise or tic-e trail must end right back at the box office of "Soutn of Arizona"!

•

ED T

y display on "South you will be able to Charles Starrett pic-nt, and cut out Stills them up in outer and els, and snipe "South e copy along the base

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L BALLY

l riding academy for South of Arizona"! en good riders and through your main ing banners which n' 'South of Arizona' ! Park View Riding h You How to Ride r!" Dress up riders r outfits, and, if pos- two attractive girls estrians should ride re!

•

Y TIE-UP

agencies in your town h of Arizona"! Plant , as well as Iris Mere-dows and on counters! "Going 'South of East? West? We'll There Quickly and

COLORFUL LOBBY

Three or four brilliant Indian blankets hanging in your outer lobby, and a table on which a saddle, stirrups, a lariat, bit, bridle, etc., are lying, will make a knock-out display for your playdate of "South of Arizona"! Promote the saddlery from sporting goods shop, and the blankets from department store or specialty shop! Post credit cards for merchants who supply you with this material—and arrange for these stores to give you "South of Arizona" window displays in return for advertising their goods in your lobby!

•

COMMUNITY SING FEATURE

For a stunt that you can actually advertise as an "extra added attraction" in connection with "South of Arizona", make up slides of popular Western songs and hold a community sing in your theatre! This type of entertainment is popular with audiences throughout the country! Flash words on the screen and invite patrons to sing to their hearts' content! Identify the songs as the kind the Sons of the Pioneers, featured in "South of Arizona", like to sing!

•

PET STORES

Animal lovers, naturally, patronize pet stores—and animal lovers will stop to admire a photo of Charles Starrett's beautiful horse! Plant Stills No. 18 and 21 in all pet store windows in your town—with playdate copy added, of course!

ACCESSORIES

WINDOW CARD

A stock window display card in full color. Order in quantity and imprint title for each new Charles Starrett western.

SEE REPRODUCTON ON FRONT COVER! Order Style "B"!

1 - 99 ..... each 7c
Per 100 ..... $6.00

ATTENTION, SHOWMEN!

40" x 60" Display

The kind of displays that beat a path to the box-office and sell tickets! These brilliant art reproductions in various sizes, can be had on our new low-cost deal. Drop us a card and let us tell you how to obtain these displays at a reasonable RENTAL fee.

Direct all inquiries to:
NATIONAL SCREEN ACCESSORIES
630 NINTH AVENUE
NEW YORK CITY

SLIDE

EACH 15c

AUTOGRAPHED PHOTOGRAPH

An autographed still of Charles Starrett and his famous horse, Silver King, ideal as giveaways, contest prizes, premiums, etc. Printed in duotone to provide an item more striking than the regulation glossy still. 8" x 10". Distribute widely; good for all Charles Starrett starring films.

(FOR PRICES SEE PRICE LIST)

PRICE LIST

POSTERS		
Six Sheet	each	$ .90
Three Sheet	each	.45
One Sheet	each	.15
WINDOW CARD		
Each		7c
Per 100		$6.00
LOBBY DISPLAY CARDS		
Set of Eight, Colored 11 x 14's	per set	$ .75
Two 22 x 28's	each	.40
Insert Card (14x36)	each	.25
AUTOGRAPHED PHOTOS—		
1M - 4M	per M	$6.00
5M - 9M	per M	5.50
10M or over	per M	5.00
STILLS		
Per set (25)		$2.50
Each		.10
SLIDE		
Each		.15
ADS AND SCENES		
Mats	per col.	$ .15
Cuts	See sliding scale of prices on ad pages	

STILLS

A special set of 25 action-packed scenes from the picture for displays, tie-ups, premiums, cut-outs, newspaper publicity and advertising, etc.!

PER SET (25) $2.50

THE STORY

UNABLE to successfully combat a mysterious band of cattle rustlers stealing their herds, the ranchers near Trail City decide to desert the section. Clay Travers (Charles Starrett), young rancher who, with his men, have successfully run the renegade's gauntlet, persuades his neighbors to await the arrival of a government ranger.

Ed Martin (Dick Curtis), chief henchman of crooked cattle buyer Mark Kenyon (Robert Fiske), waylays and murders the ranger, takes his credentials and returns to Trail City, where he is not known, to pass himself off as the officer. Clay and his cow-hands find the body of the murdered man, and a letter overlooked by Martin. It is from Ann Madison (Iris Meredith), the ranger's sister, announcing her arrival in Trail City next day.

Clay brings the body into town. He finds Martin posing as the ranger and decides not to expose him. Martin assumes charge of the murder investigation wondering just how much Clay knows. Clay and his men rout the bandits when they attempt to kidnap Ann next morning.

Next day, Clay attempts to expose Martin, who claims he was the dead ranger's partner and accuses the young rancher of the ranger's death. Clay is forced to flee town to escape a lynch mob. Returned to his ranch, he discovers the bandits have persuaded Ann to go with them to town. He tries to rescue her. A thrilling gun battle ensues. Clay, almost successful, is again forced to flee from a posse of his former friends.

A mysterious meeting is called in the town saloon. Attending, the ranchers discover it to be a court, held by force, at the gunpoints of Clay and his men. Clay, armed with evidence, forces the rustlers to admit their guilt. At the climax, a big fight ensues.

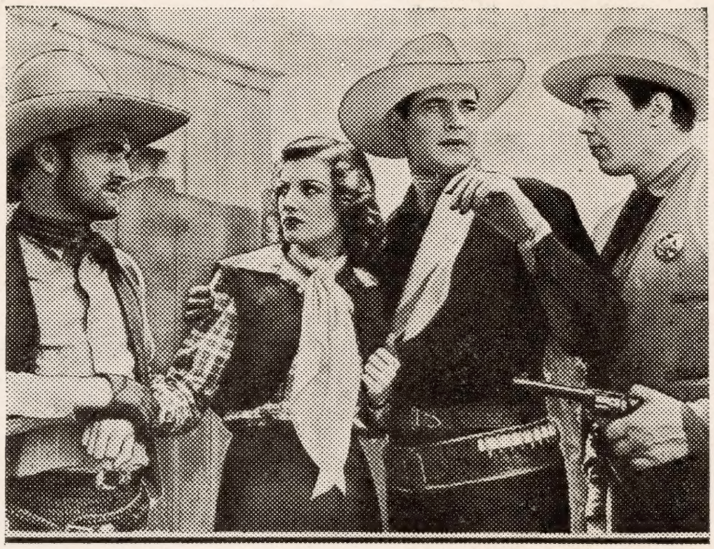
Clay subdues Martin while his men throw the renegades into jail. With peace restored, Clay forgives his neighbors who suspected him of treachery and invites them all to attend his wedding to Ann.

THE CAST

Clay Travers ..... CHARLES STARRETT
Ann Madison ..... Iris Meredith
Bob ..... Bob Nolan
Ed Martin ..... Dick Curtis
Mark Kenyon ..... Robert Fiske
Dorn ..... Edward Cobb
Santos ..... Art Mix
Latigo ..... Richard Botellier
Lafe Brown ..... Lafe McKee
Jed ..... Ed Coxen
Hank ..... Hank Bell
and the
Sons of the Pioneers

THE STAFF

Original Screen Play
Bennet R. Cohen
Directed by ..... Sam Nelson
Asst. Director ..... Milton Carter
Photography ..... Benjamin Kline, A. S. C.
Film Editor ..... William Lyon
Music and Lyrics ..... Bob Nolan
Musical Director ..... Morris Stoloff
"One More Hand on the Range" by Milton Drake
Sound Engineer
Lodge Cunningham



2 Col. Scene Cut or Mat SA-3B

Charles Starrett, popular Columbia action star, and Iris Meredith, his lovely leading lady in the ..... Theatre's current "South of Arizona", discover four's two too many when Art Mix, left, and Dick Curtis, right, decide to arrest Starrett for the murder of the girl's ranger brother.

Ex-Stars Support Starrett, "South of Arizona" Hero

(General Advance)

Four former western film stars will be seen in support of Charles Starrett, one of the most popular action heroes on the screen today, when Columbia's "South of Arizona," with Iris Meredith as leading lady, opens ..... at the ..... Theatre.

Considered Starrett's finest picture, "South of Arizona" presents the hard-riding two-fisted star as a cowpuncher who rids the west of a murderous gang of cattle rustlers, and avenges the death of a pretty girl's ranger brother.

Supporting players, in addition to Miss Meredith, include Edmund Cobb, one of the screen's first stars who appeared in Chicago in early film days; Art Mix, no relation to Tom Mix, for years a popular western hero in his own right; Edward Coxen, western and dramatic star for years, and Hal Taliaferro who used the name Wally Wales in silent screen days. Sons of the Pioneers, popular radio and screen quintet, are also in the cast, which includes Dick Curtis, Richard Botellier and Robert Fiske.

Sam Nelson directed, from a screen play by Bennet Cohen.

Opening Notice

Columbia's "South of Arizona," with two-fisted Charles Starrett in the major role, opens . . . at the . . . Theatre. Starrett is cast as a cowpuncher whose efforts to solve the murder of a United States ranger throw suspicion upon him. In the cast are Iris Meredith, his leading lady: Sons of the Pioneers, Edward Coxen and Art Mix. Sam Nelson directed from a story by Bennet Cohen.

Friendly Foes

Charles Starrett, Columbia western star of the . . . Theatre's "South of Arizona," and Ed Cobb, "heavy" in the film, are close friends off the screen. Recently Cobb presented Starrett with his most prized possession—a pair of boots said to have been worn by "Billy, the Kid." Five minutes later, Starrett and Cobb were battling all over the studio in a knock-down-and-drag-out battle for the benefit of the cameras.

Catchline Reader

A love-makin,' sweet-singin' son-of-a-gun laying down the law in the lawless west! . . . wiping a mob of lead-spatterin' rustlers off the face of the rhythm-filled plains!

Charles Starrett returns to the . . . Theatre screen on . . . . in "South of Arizona," Columbia's roaring new western adventure drama with Iris Meredith, the Sons of the Pioneers, Edmund Cobb, Art Mix, Hal Taliaferro, Dick Curtis and Ed Coxen. Sam Nelson, director of other Starrett hits, wielded the megaphone.

"SOUTH OF ARIZONA" HORSE USES ONLY STAND-IN ON SET

(Feature)

The hard-riding, fast-shooting western picture heroes seldom ever have doubles or stand-ins. They perform their own risky stunts, and they "stand-in" for their own scenes while the lights are being adjusted.

During Columbia production of the Charles Starrett films, this holds true of every member of the cast, with the fond exception of one—Starrett's horse, "Pal." During production of "South of Arizona," the film now at the . . . Theatre, another "double" was employed in a brief scene, a "double" for Starrett's expensive pearl-handled gun.

The "double" was used because the script called for Starrett's gun to be shot from his hand and the star preferred not to have the expensive weapon damaged. A workmanlike facsimile was substituted.

In order to give the horse every opportunity to rest, Columbia supplied a stand-in for "Pal," a horse called "Little Buckaroo," timid and less temperamental a counterpart of "Pal," who is capable of acting to over fifty silent hand commands.

Iris Meredith has the feminine lead in "South of Arizona," opposite Charles Starrett. Other players include Bob Nolan, Pat Brady, Art Mix, Eddie Cobb, and Dick Curtis.

Starrett Cut or Mat-300A

As a hard-riding cow-puncher "South of Arizona", Charles Starrett is accused of murdering leading lady Iris Meredith's brother in the current ..... Theatre film.

"SOUTH OF ARIZONA" STAR PENS FICTION IN HER SPARE TIME

(*Biographical Feature*)

Some day, perhaps, a theatre marquee or motion picture "24-sheet" will bear the announcement "Iris Meredith in . . . by Iris Meredith." Not that the petite leading lady of "South of Arizona," Charles Starrett vehicle at . . . Theatre, wants to hog the whole show.

But the Columbia starlet is ambitious, and she's working hard at her career, at booth careers. Whatever free time there is after or during the day's work before the cameras, Miss Meredith spends writing fiction. Several of her stories have already been printed in publications of one sort or another but she has not, as yet, "clicked" nationally.

WANTS TO BE A WRITER

Cut or Mat SA-1

Born in Sioux City, Iowa, she was brought to California as a child. Her family settled in Eagle Rock, a small town near Hollywood, where she took part in several school plays and studied journalism. When Hollywood failed to welcome her. Iris obtained a job in a theatre.

A famous producer, impressed by her beauty and her personality, offered her a role in Eddie Cantor's musical picture, "Roman Scandals."

Since signing with Columbia she has appeared as leading lady for Charles Starrett in such pictures as: "Singing Rangers," "Hidden Trails," "Outlaws of Big Bend," "The Lone Rider," and many others.

1 Col. Scene Cut or Mat SA-2A

Charles Starrett and Iris Meredith, in hunting the man who killed her ranger brother, wipe out the rustler band terrorizing ranchers "South of Arizona." The film, a Columbia production at the.....Theatre, also includes in its cast the Sons of the Pioneers, Dick Curtis and Bob Nolan.

Closing Notice

"South of Arizona," most thrilling of Charles Starrett's Columbia outdoor action films, ends its run tonight at the . . . Theatre. In the cast are Iris Meredith, Sons of the Pioneers, Dick Curtis, Ed Cobb, Hal Taliaferro, Edward Coxen, Art Mix, and other western picture favorites. Sam Nelson directed, from a screenplay by Bennet Cohen.

Twelve Western Rodeos Ask Starrett to Participate

(*Biographical Feature*)

One of the finest horsemen in the film colony, Charles Starrett has been invited to participate in twelve summer rodeos in Arizona, New Mexico, Washington and California. And Charles Starrett, popular Columbia Western star whose latest film, "South of Arizona," is now being screened at the.....Theatre, is a New England Yankee who never once rode a horse until he entered film work!

Starrett was born in Athol, Mass., of pre-revolutionary stock. He studied at Mitchell Academy, Worcester Academy, Dartmouth College and the American Academy of Dramatic Arts. A football star at Dartmouth, he was also active in student dramatics.

He wrote, directed and acted in plays presented at a New York department store for the amusement of tired shoppers, toured New England and then played for several seasons with the Stuart Walker Company.

Three years later, after his Broadway stage debut in "Clair Adams," he made his first appearance in motion pictures opposite June Collyer in "Damaged Love," one of the early talkies, made in New York. Since then he has made 75 pictures.

FOOTBALL HERO AT DARTMOUTH

Cut or Mat S-51

STARRETT RIDES ON TRAIL OF MURDER IN "SOUTH OF ARIZONA"

(*Review*)

The detection or prevention of cattle rustling, murder and other frontier villainies keep two-fisted Charles Starrett hopping in Columbia's "South of Arizona," and . . . Theatre audiences thrilled by the new and pulse-quickening picture. Iris Meredith is again the charming and talented leading lady for the popular, hard-riding cowboy star and the Sons of the Pioneers supply three tuneful new ballads of the old West.

Briefly, "South of Arizona" concerns a young cowpuncher, trying to rid a harassed country of cattle rustlers, who finds the slain body of a young ranger. The young puncher, played by Charles Starrett, attempts to solve the murder, and to protect the young sister of the ranger, charmingly played by winsome Miss Meredith.

In his efforts the cowboy who had but recently been acclaimed a hero by fellow ranchers, finds himself under suspicion and then accused of murder.

This thrill-filled film was well directed by Sam Nelson, maker of other successful Starrett pictures, from the cleverly written story by Bennet Cohen. The tuneful new songs of the old West, sung as only the Sons of the Pioneers can sing them, and a cast that includes four former western stars, Edmund Cobb, Art Mix, Hal Taliaferro, and Ed Coxen, make this rousing Western swell entertainment for the entire family!

SONS OF PIONEERS ARE REAL PRODUCTS OF THE OLD WEST

(*Feature*)

Recently commissioned Texas Rangers by James V. Allred, Governor of the Lone Star State, the singing quintet who comprise the Sons of the Pioneers are real products of the old West.

Bob Nolan, handsome leader of the group which appears in Columbia outdoor adventure films with Charles Starrett, is a product of the Arizona cattle country. Bob, who has 200 published songs to his credit, introduces three new tunes in "South of Arizona," latest Starrett vehicle at the . . . Theatre. He composes music, writes lyrics, plays a bass viol, sings baritone in the vocal group, oversees rehearsals and acts as business manager.

Other members of the group are Hugh and Carl Farr, who hail from the Texas Panhandle and play violin and guitar, respectively; Pat Brady, an Oklahoman, guitarist and tenor in the vocal trio, and Lloyd Perryman, a son of Arkansas, who plays guitar and sings bass.

When not singing over the radio, making phonograph recordings, appearing at rodeos or working in motion pictures, the Sons of the Pioneers, true to their heritage, head for the wide open spaces.

With the exception of Nolan, who hides out in a small mountain cabin to write music, the Pioneers favor hunting and fishing trips. They like to pack into the mountains or desert or pay a short visit to some cattle ranch.

'South of Arizona' Gun-Play Thrills Starrett Action Fans

(*Review*)

Charles Starrett, whose flying fists, fast riding and singing guns have spread terror to many a screen villain in the past, again swings into exciting action at the.....Theatre, where "South of Arizona" opened yesterday. The new Columbia film, with Iris Meredith and the tuneful Sons of the Pioneers featured, is filled with tense and dramatic situations, interspersed with tender romantic interludes and haunting western melodies.

The screen play by Bennet Cohen has been splendidly directed by Sam Nelson, who made some of Starrett's finest westerns in the past.

"South of Arizona" tells of a young rancher's efforts to solve a murder, protect the dead man's sister from harm, and rid the country of rustlers. Although he had been acclaimed a hero because of former bravery and loyalty to his fellow ranchers he finds himself accused of the murder and implicated in the cattle thefts.

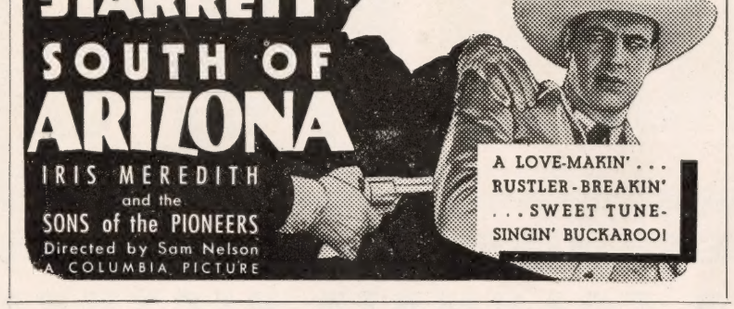
Added to the entertainment values of "South of Arizona," are the new western songs, which provide a tuneful background to the story, played and sung by the famous radio and motion picture group, the Sons of the Pioneers.

Four western stars appear in support of Starrett. They are Edmund Cobb, Art Mix, Hal Taliaferro and Ed Coxen. Bob Nolan, Pat Brady, Dick Curtis, Robert Fiske, Dick Botellier, Lafe McKee, Hank Bell and Johnny Tyrell are other well-known members of the cast.

Ad Cut or Mat SA-13B—2 Col. x 119 L

Ad Cut or Mat SA-9A—1 Col. x 80L

Ad Cut or Mat SA-7A—1 Col. x 16L



Ad Cut or Mat SA-11B—2 Col. x 29 L

Ad Cut or Mat SA-5A—1 Col. x 14L

ADVER
CAMP

Ad Cut or Mat S

MATS . . . .

PRICE LIST

	H T	L C	Stereos
1 col. x 14 lines	1.28	1.06	.40
1 col. x 28 lines	1.50	1.25	.40
1 col. x 42 lines	1.65	1.38	.40
1 col. x 56 lines	1.82	1.51	.40
1 col. x 70 lines	1.97	1.64	.42
1 col. x 77 lines	2.04	1.70	.45
1 col. x 84 lines	2.12	1.76	.48
1 col. x 98 lines	2.28	1.90	.53
1 col x 100 lines	2.36	1.96	.57
1 col. x 112 lines	2.43	2.03	.59
1 col. x 126 lines	2.58	2.15	.65
1 col. x 140 lines	2.73	2.28	.70
1 col. x 168 lines	3.05	2.54	.82
1 col. x 294 lines	4.43	3.69	1.33
2 col. x 14 lines	1.58	1.31	.40
2 col. x 28 lines	1.82	1.51	.40
2 col. x 42 lines	2.19	1.83	.51
2 col. x 56 lines	2.58	2.15	.65
2 col. x 70 lines	2.81	2.34	.73
2 col. x 77 lines	2.97	2.48	.79
2 col. x 84 lines	3.12	2.60	.85
2 col. x 98 lines	3.44	2.86	.96
2 col. x 100 lines	3.51	2.93	.99
2 col. x 112 lines	3.74	3.11	1.07
2 col. x 126 lines	4.05	3.38	1.19
2 col. x 140 lines	4.35	3.63	1.30
2 col. x 168 lines	4.97	4.14	1.52
2 col x 294 lines	7.74	6.45	2.54

Prices on special size cuts

Definition

H. T. — *Half Tone Cuts*

STEREOS — *Re*

ADVERTISING

Sing a song of six-
lead!

*

Watch 'em wipe a
bers off the face of

*

White-hot lead an

*

Layin' down the lav
. . . and a smokin' six-

*

Thrills and rhythm
'em!

TISING
PAIGN

SA-12B—2 Col. x 29L

. . 15¢ per column

T FOR CUTS

	H. T.	L. C.	Stereos
3 col. x 14 lines	1.82	1.51	.40
3 col. x 28 lines	2.28	1.90	.53
3 col. x 42 lines	2.73	2.28	.70
3 col. x 56 lines	3.20	2.66	.87
3 col. x 70 lines	3.66	3.05	1.05
3 col. x 77 lines	3.89	3.24	1.13
3 col x 84 lines	4.13	3.44	1.22
3 col. x 98 lines	4.59	3.83	1.39
3 col. x 100 lines	4.82	4.01	1.47
3 col. x 112 lines	5.06	4.21	1.55
3 col. x 126 lines	5.51	4.59	1.72
3 col. x 140 lines	5.97	4.98	1.89
3 col. x 168 lines	6.90	5.75	2.23
3 col. x 294 lines	11.06	9.21	3.76
4 col. x 28 lines	2.66	2.21	.68
4 col. x 42 lines	3.27	2.73	.90
4 col. x 56 lines	3.89	3.24	1.13
4 col. x 70 lines	4.52	3.76	1.36
4 col. x 77 lines	4.82	4.01	1.47
4 col. x 84 lines	5.13	4.28	1.58
4 col. x 98 lines	5.75	4.79	1.81
4 col. x 100 lines	5.90	4.91	1.86
4 col. x 112 lines	6.36	5.30	2.04
4 col. x 126 lines	6.98	5.81	2.26
4 col. x 140 lines	7.59	6.33	2.49
4 col. x 168 lines	8.82	7.35	2.94
4 col. x 294 lines	14.37	11.98	4.97

are quoted under proof of cut

ns of Symbols

L. C. — *Line Cuts*

productions from mats

G CATCHLINES

guns . . . a rustler full of

* *

mob of Wild West rob-
the rhythm-filled plain!

* *

d red-hot rhythm!

* *

w with a song on his lips
gun in his hand!

* *

. . . romance to go with

Ad Cut or Mat SA-10A—1 Col. x 70L

Ad Cut or Mat SA-8A—1 Col. x 29L

Ad Cut or Mat SA-6A—1 Col. x 28L

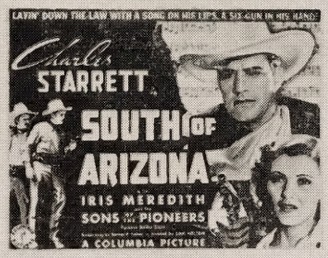
Ad Cut or Mat SA-14B—2 Col. x 162L

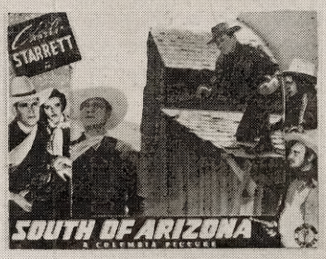
POSTERS

THREE SHEET

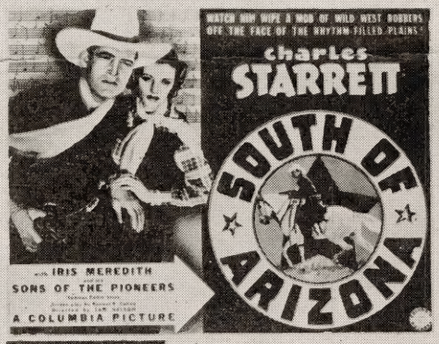
ONE SHEET

SIX SHEET

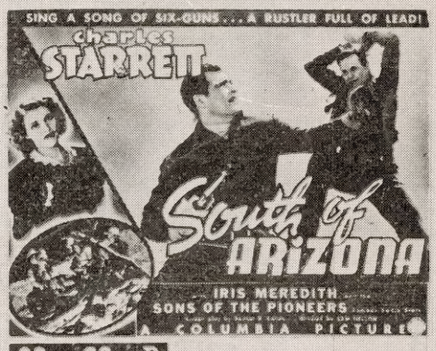




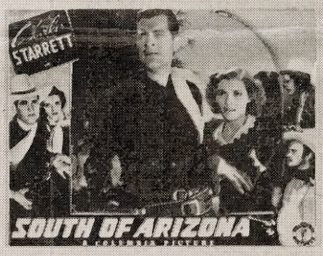
14 x 36
INSERT CARD

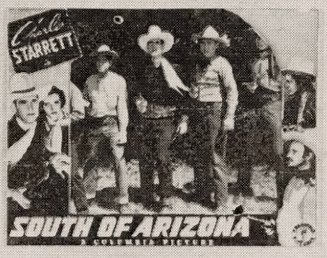


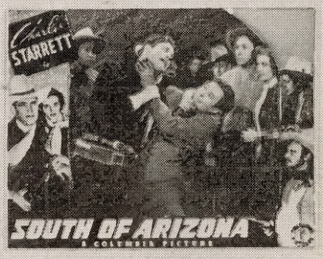
22 x 28—A

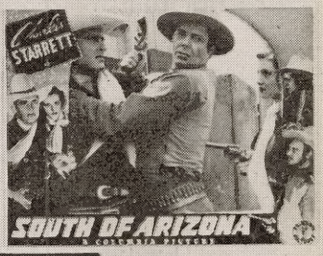


22 x 28—B









EIGHT 11 x 14's

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